

October 4, 2012

Dear Affiliate Partner:

To assist you in complying with the reporting requirements for children's television and the requirement that stations air "core" children's programming, we are providing you with episode-specific descriptions (the '**NBC Kids**' educational and informational programming block) as set forth in the attached Community Relations Quarterly Children's Programming Report for 3rd quarter 2012. The report includes information to help prepare FCC Form 398. Please note that we have not included the specific dates and times for each of the programs as that may be station-specific.

This report is divided into the following categories:

1. Educational Objectives: NBC Kids for both 3rd quarter 2012 and 4th quarter 2012.
2. Core programming: Regularly scheduled programming furnished by the NBC Network that is specifically designed to serve the early educational and informational needs of children 16 and under. Each of these programs is identified on-air as educational and informational with the "E/I" icon, and is similarly identified to the national listing services. To assist stations with the preemption report section of FCC Form 398, we have added specific episode numbers. Please note that the age target for NBC Kids programming is identified as 2-5 years old.
3. Other programming: Programming furnished by the NBC Network that contributes to the educational and informational needs of children 16 and under, but is not specifically designed to meet the educational and informational needs of children.
4. Public service announcements targeted to children 16 and under.
5. Non-broadcast efforts that enhance the educational and informational value of NBC Network programming to children.
6. Network on-air promotional efforts, which include a schedule of NBC on-air promos for NBC Kids programming.

The regularly-scheduled children's programming and promotional content furnished to you by the NBC Network during the 3rd quarter of 2012 complied with the commercial limits of the Children's Television Act, and 47 C.F.R. §§ 73.670(a)-(d), provided that you broadcast and distributed such programming as furnished to you by NBC, and did not add any promotional or advertising content there to other than as directed by NBC via weekly postings on APT.

If you have any questions about these reporting requirements, please feel free to call us.

Loretta Alden
NBC Universal
Director, Affiliate Relations
212-664-2928
loretta.alden@nbcuni.com

3RD QUARTER 2012 EDUCATIONAL OBJECTIVES

In compliance with the Children's Television regulations that became effective January 2, 1997, the **NBC Kids programming block** features an on-air icon (E/I) indicating that each program is "educational and informational" for children. **This icon is displayed throughout each program.** The following document, which includes "early educational and informational" objectives for each of the **NBC Kids** programs, provides the information needed for each station to complete Form 398 for the immediately preceding quarter.

Each of the programs listed below, which make up the **NBC Kids** programming block, is specifically designed to serve the *educational and informational* needs of children ages 2-5. All of the programs have educational objectives and messages that are central to the content and appropriate for the program genre.

From July 7, 2012 – September 29, 2012, **NBC Kids** aired six new shows. These are: **Justin Time, Lazy Town, The Pajanimals, Poppy Cat, Noodle and Doodle, and The Wiggles.**

All six shows are specifically for a target audience composed of children from 2-5 years of age and are diverse in the range of content and formats. Five of the shows engage elements of fantasy and imagination to express the educational content. Four of the shows (**The Pajanimals, Poppy Cat, Lazy Town, and Justin Time**) have a narrative format. One of the shows, **The Wiggles**, is a lesson based musical variety show, and the last, **Noodle and Doodle**, provides specific lessons on recycling materials to create art projects.

Justin Time features a little boy, Justin, who wants very much to master his destiny, have great adventures, and solve problems. He begins with a problem that vexes him and daydreams his way into an adventure that takes him to different places around the world, providing him with an experience to help solve his problem when he returns home. Justin is accompanied by two imaginary friends throughout his adventures; Olive, a knowledgeable playmate, and Squidgy, the morphing flying sponge, who provides commentary and comedy along the way. Some examples of Justin's lessons involve learning that it takes focus to achieve success, our failures can teach what we need to do to succeed next time, or when one path to solve a problem doesn't work, you can find an alternative way to achieve your goal. Justin promotes self-directed learning from the young child's perspective and imagination.

Lazy Town encourages fitness and healthful habits for preschool children. In the imaginary setting of Lazy Town, characters' eating and fitness habits are linked to problem solving in their world. The lead character is Stephanie, a young girl who guides the audience through the story as she and her friends ("human" puppets) and her Uncle (Mayor Milford Meanswell) navigate life within Lazy Town. Robbie Rotten, the underground spy and influencer who personifies the ethos of Lazy Town, is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids have difficulty with Robbie Rotten, Sportacus, a gymnast/athlete prepared to answer any call for help, comes to the rescue from his home in a zeppelin-like aircraft that hovers over earth. The underlying themes of Lazy Town stress the importance of eating "sports candy" (aka fruits and vegetables), always obtaining sufficient sleep, and going outside to engage in a wide range of physical activities including playing games, competing athletically, and even building forts and play structures.

The Pajanimals are a group of four preschool aged puppets who live together in a house with their off-screen mother and father. They reside primarily in their bedroom, a dormitory of sorts, where they complete their nighttime routine of brushing teeth and conversing quietly before falling to sleep. The quiet time, always turns into a discussion that results in a dream-like adventure to solve a problem, such as overcoming shyness, making a new friend, or dealing with a bully. The adventure takes place in several

nighttime dream locales where special friends help them work through the social/emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced throughout the adventure. The children return home in time to get ample rest, confident about facing their issues when they awaken the following day.

Poppy Cat, based on the book series by Lara Jones, models the use of imagination and storytelling to encourage creative thinking in viewers. Each episode features the narrator Lara, reading a story about Poppy Cat, to her own cat (who is also named Poppy). She weaves an exciting tale following her imagination, which leads her to distant lands reached by boat, plane, hot air balloon or train. Each story features Poppy Cat, as the leader of a group of animal friends, a resident bully Egbert the badger, and other occasionally recurring characters. A prevailing message emerges within each episode to be nice to your friends and always work together. There remains an overarching implicit message within every episode as well: think creatively and exercise your mind through reading and storytelling – for these activities always lead to enjoyment and adventure.

Noodle and Doodle, an instructional series, features creating art projects and cooking projects around a specific theme. Host, Sean, drives around in a double-decker bus fully equipped with art supplies and a kitchen, ready for any assignment. The projects encourage parent engagement and often feature families working together to make something to display within the child's home. Sean's side-kick, Doggity, is an ever-faithful beagle who transforms into an animated character during interstitial trips to a parallel universe, set in a kitchen full of prank playing animated characters. The art projects typically promote utilizing recycled materials in order to demonstrate that creativity can transform something intended for one purpose into something that achieves a completely different goal.

The Wiggles is a musical variety show specifically designed for pre-school children. Starring Tony, Murray, Greg and Jeff, the Wiggles offer a montage of skits that are specifically designed for teaching and entertaining the preschool audience. Supported by an ensemble of characters, larger than life animals (humans dressed as animal characters) as well as a pirate, Captain Feathersword; the Wiggles teach numbers, letters, colors, matching and classifying what belongs together (or not), and following directions. Featuring dancing and occasional guest artists the Wiggles provides a plethora of visual interest for the viewer, while presenting the lessons in an easily understandable and developmentally appropriate manner for the preschool child.

4TH QUARTER 2012 EDUCATIONAL OBJECTIVES

There are no new shows for the 4th Quarter 2012.

3RD QUARTER 2012 SHOW SUMMARIES

Justin Time is an animated show specifically directed to the preschool audience and always conveys an embedded lesson; it is possible to understand and manage any problem you have by thinking about it creatively. Justin is a little boy who has two imaginary playmates, **Olivia** (who meets him on his travels) and **Squidgy** the sponge (who also lives in Justin's bedroom). When Justin has a problem or doesn't want to do something his mother has suggested, he daydreams his way into an adventure that takes him to places all around the world. On these adventures, he meets Olivia who guides him through an experience that demonstrates to Justin how he can solve his problem. The show provides many facts about the context the characters visit while on the adventure, but the central point is to teach a lesson about a social/emotional dilemma universally experienced by preschool children.

Lazy Town is a show featuring the importance of health, fitness, and being good friends. Set in a fantasy world known as Lazy Town, which is populated by inactive residents, we meet a visitor named **Stephanie**

who is determined to coax her friends and relatives into adopting a healthful, active life style. She wins over her new friends, **Ziggy**, **Stingy**, **Trixie** and **Pixel**, convincing them to leave their gaming consoles and candy stashes at home so they can go outside and play. She persuades her uncle, **Mayor Milford Meanswell**, and his friend **Ms. Busy Body** to support her efforts. **Robbie Rotten**, who lives underground, and is determined to return Lazy Town to its former state of inactivity and quiet, constantly foils the characters' efforts. Coming to the rescue is the athlete **Sportacus** who lives in a zeppelin-like aircraft and receives signals from the kids or the Mayor whenever they need help. Sportacus has two goals, to keep the peace and to promote healthful, positive living. When Robbie Rotten is discovered and contained through comic pratfalls, he returns to his underground lair and all is well in Lazy Town, until another day and another time when Robbie will rise again.

Pajanimals focuses on teaching bedtime routines and practicing them consistently so children can get a good night's sleep. In each episode one of the main characters—**Apollo** the dog, **Squacky**, the duck, **Sweetpea Sue**, a horse, and **Cowbella**, a purple and white cow—has difficulty sleeping or faces a problem. They all pile onto one of the beds and are whisked off to a land of adventure that offers solutions to their problems. Each bed travels to a specific place for the adventure: Squacky's bed goes to Ellie the octopus who lives in the Big Blue Sea and to Coach Whistler who lives in Land of Play; Cowbella's bed goes to Edwin, who lives in Storybook Land and to Jerry Bear, who lives in the Big Friendly Forest; Apollo's bed goes to the Moon who is in the Night Sky, and Sweetpea Sue's bed goes to Mr. Happy Birthday, a porcupine who resides in Birthday Land, and Bedtimes Bunny who lives in the Land of Hush. Each show ends with the problem resolved and the Pajanimals tucked into their beds for a good night's rest.

Poppy Cat is based on the **Poppy Cat's Adventures** book series authored and illustrated by Lara Jones. A narrator, also named Lara, reads a story to her cat in each episode. This story stars her Poppy Cat, who envisions and takes his friends on imaginary adventures. The friends are **Zuzu**, a Dalmatian who zips around on a skateboard; **Alma**, a southern belle bunny who is ultra-feminine and sweetly dramatic, **Mo**, a little mouse who tries his best to do as much as everyone else despite his size; **Owl**, the wise one who is prone to neck rolls and commentary when things irritate him or don't make sense, and the grouchy **Egbert**, an arrogant and obnoxious badger who refuses to play with the group and invariably attempts to sabotage their adventures. Occasionally **Hilda**, a forgetful and ditz pigeon who flies into their adventures, appears to say hello or provide misguided directions to the friends. Once their mission is accomplished, the friends return to their little village and resume their cheerful, active lives. At the conclusion of her story, Lara closes her book and says good-bye to Poppy Cat, who is usually ready for his nap.

Noodle and Doodle is a live-action show hosted by Sean Roach that also blends animation and puppetry into the overall format. **Sean** drives a double-decker bus into various communities to meet children who have written to him with a problem that they would like to solve using an art and/or a food experience. Sean is accompanied by **Noodle**, a puppet character and **Doodle**, a digital character that lives inside a tablet computer, and **Doggity**, a faithful beagle. Doggity has a mini-show of his own through an animated alter-ego that appears during diversionary segments set in a restaurant kitchen. The show demonstrates how recycled materials can become art and how food, art, and problem solving can be combined to create a fun experience in everyday life. Every episode can be replicated at home with ease by parents and children playing together.

The Wiggles is an Australian children's variety show, starring musicians **Tony**, **Murray**, **Greg** and **Jeff**. During every show, the Wiggles run through a variety of skits that are specifically designed to entertain the preschool audience. They are supported by a troupe of back-up dancers and colorful characters, who help them move the show forward with scene changes, travel to distant locations and visits by guest artists. These characters include **Wags** the dog, **Dorothy** the Dinosaur, **Henry** the octopus, and **Captain Feathersword** the Pirate, all of whom dance and interact with the hosts. While the majority of the sketches are instructional in nature the context and spirit of the show demonstrates that learning is the way to have the "very most" fun.



To: All Partner Stations **From:** Maureen Milmore, VP Production

Re: FCC Children's Quarterly Report – 3rd Quarter 2012

Date: October 1, 2012 **Copies To:**

ATTENTION PUBLIC FILE ADMINISTRATOR

We will be providing this information in the legal section of our Affiliate website. This information is verification of the programs which ran and that commercial limitations were not exceeded within network and syndicated programming.

For Partners Disseminating CW PLUS Signal Via Cable Only: As a partner station, you should only keep this information on file. YOU DO NOT NEED TO FILE ANYTHING WITH THE FCC. Remember, this is a cable channel, not a broadcast station. Cable is NOT obligated to file their compliance with the FCC because there is no licensing involved. Should your cable systems carrying the channel request copies of this information, please provide them with it. Please let us know if you have any questions.

Please feel free to contact Maureen Milmore at (818) 977-0469 with any questions (or e-mail your request to maureen.milmore@cwtnv.com and she will forward as soon as possible).

CW Educational Programming

Attached is a list of 3rd Quarter 2012 CW Children's Programming for your public files.

Statement

This statement is designed to furnish you with additional information concerning the commercial matter contained in the network's children's programs, and to enable you to more easily comply with the requirements of the Children's Television Act of 1990.

The following is a list of all CW Television Network programs which were produced and broadcast with the intention of primarily reaching an audience of children twelve years old and younger that were scheduled for broadcast during the third quarter of 2012. Each of these programs were formatted to allow for no more than 10.5 minutes of commercial time per hour on weekends. The actual number of network commercial minutes were included in the network traffic reports for the third quarter of 2012, which each affiliated station has received heretofore.

3rd QUARTER 2012 – CW CHILDREN'S PROGRAMMING

Program: Cubix (E/I)
Rating: TV Y7 FV (E/I)
Length: 30 min

Program: Dragon Ball Z Kai
Rating: TV Y7 FV
Length: 30 min

Program: Iron Man Armored Adventures
Rating: TV Y7 FV
Length: 30 min

Program: Justice League Unlimited
Rating: TV Y7 FV
Length: 30 min

Program: Power Rangers Lost Galaxy
Rating: TV Y7 FV
Length: 30 min

Program: Rescue Heroes (E/I)
Rating: TV Y7 (E/I)
Length: 30 min

Program: Sonic X
Rating: TV Y7 FV
Length: 30 min

Program: WWE Saturday Morning Slam
Rating: TV G
Length: 30 min

Program: Yu-Gi-Oh!
Rating: TV Y7 FV
Length: 30 min

Program: Yu-Gi-Oh! Zexal
Rating: TV Y7 FV
Length: 30 min

THE CW PLUS

1. Program: Great Big World
Rating: TV-PG (E/I 13-16)
Length: 30 minutes
2. Program: Live Life & Win
Rating: TV-PG (E/I 13-16)
Length: 30 minutes
3. Program: Made in Hollywood: Teen Edition
Rating: TV-PG (E/I 13-16)
Length: 30 minutes
4. Program: On the Spot
Rating: TV-PG (E/I 13-16)
Length: 30 minutes
5. Program: Wild Ltd.
Rating: TV-PG (E/I 13-16)
Length: 30 minutes
6. Program: Animal Science
Rating: TV-PG (E/I 13-16)
Length: 30 minutes
7. Program: Chat Room
Rating: TV-PG (E/I 13-16)
Length: 30 minutes

Cubix		Elizabeth Stanton's Great Big World	MIH: Teen Edition
Sat. 7:00am	Sat. 7:30am	Sat. - 12:00pm	Sat. - 12:30pm
7/7/12 - #215	7/7/12 - #216	7/7/12 - #114	7/7/12 - #619
7/14/12 - #217	7/14/12 - #218	7/14/12 - #107	7/14/12 - #620
7/21/12 - #219	7/21/12 - #220	7/21/12 - #115	7/21/12 - #610
7/28/12 - #221	7/28/12 - #222	7/28/12 - #116	7/28/12 - #622
8/4/12 - #223	8/4/12 - #224	8/4/12 - #117	8/4/12 - #611
8/11/12 - #215	8/11/12 - #216	8/11/12 - #118	8/11/12 - #612
8/18/12 - #225	8/18/12 - #226	8/18/12 - #119	8/18/12 - #613
Cubix		Elizabeth Stanton's Great Big World	MIH: Teen Edition
Sat. 7:00am	Sat. 7:30am	Sat. - 12:00pm	Sat. - 12:30pm
8/25/12 - #101	8/25/12 - #101	8/25/12 - #120	8/25/12 - #614
9/1/12 - #102	9/1/12 - #102	9/1/12 - #121	9/1/12 - #619
9/8/12 - #103	9/8/12 - #103	9/8/12 - #122	9/8/12 - #621
Cubix		Chat Room	MIH: Teen Edition
Sat. 7:00am	Sat. 7:30am	Sat. - 12:00pm	Sat. - 12:30pm
9/15/12 - #104	9/15/12 - #104	9/15/12 - #101	9/15/12 - #622
Rescue Heroes	Rescue Heroes	Chat Room	On the Spot
Sat. 7:00am	Sat. 7:30am	Sat. - 12:00pm	Sat. - 12:30pm
9/22/12 - #105	9/22/12 - #106	9/22/12 - #102	9/22/12 - #201
9/29/12 - #107	9/29/12 - #108	9/29/12 - #103	9/29/12 - #202

Wild, LTD	MIH: Teen Edition	Live Life & Win	On the Spot
Sun. - 11:00am	Sun. - 11:30am	Sun. - 12:00pm	Sun. - 12:30pm
7/1/12 - #103	7/1/12 - #422	7/1/12 - #119	7/1/12 - #115
7/8/12 - #104	7/8/12 - #412	7/8/12 - #115	7/8/12 - #116
7/15/12 - #105	7/15/12 - #413	7/15/12 - #120	7/15/12 - #117
7/22/12 - #106	7/22/12 - #414	7/22/12 - #116	7/22/12 - #118
7/29/12 - #107	7/29/12 - #415	7/29/12 - #121	7/29/12 - #119
8/5/12 - #108	8/5/12 - #416	8/5/12 - #122	8/5/12 - #120
8/12/12 - #109	8/12/12 - #417	8/12/12 - #117	8/12/12 - #121
8/19/12 - #110	8/19/12 - #418	8/19/12 - #118	8/19/12 - #122
8/26/12 - #111	8/26/12 - #419	8/26/12 - #119	8/26/12 - #114
9/2/12 - #112	9/2/12 - #420	9/2/12 - #120	9/2/12 - #115
9/9/12 - #113	9/9/12 - #421	9/9/12 - #121	9/9/12 - #116
Animal Science	Elizabeth Stanton's Great Big World	Live Life & Win	On the Spot
Sun. - 11:00am	Sun. - 11:30am	Sun. - 12:00pm	Sun. - 12:30pm
9/16/12 - #101	9/16/12 - #124	9/16/12 - #122	9/16/12 - #117
Animal Science	Elizabeth Stanton's Great Big World	Live Life & Win	MIH: Teen Edition
Sun. - 11:00am	Sun. - 11:30am	Sun. - 12:00pm	Sun. - 12:30pm
9/23/12 - #102	9/23/12 - #123	9/23/12 - #201	9/23/12 - #701
9/30/12 - #103	9/30/12 - #125	9/30/12 - #202	9/30/12 - #702

Children's Programming Commercial Limitations:

The following is a list of the amount of commercials allowed into KOMU-TV children's programming. The programs are formatted so that additional commercial time cannot fall into the programs deemed educational and informational. Formats are reviewed on an annual basis.

The NBC/QUBO Kids programs which are designated as educational and informational formatted to allow 1:00 of local advertising time. These programs are:

Zula Patrol
Shelldon
Jane & the Dragon
Babar
Willa's Wild Life
Pearlie
Noodle & Doodle
Pajanimals
Poppycat
Justin Time
Lazytown
The Wiggles

KOMU syndicated programs which are designated as educational and informational allow formatted local advertising time designated below. These programs are:

Wild About Animals	3:30
Jack Hanna's Animal Adventures	5:00

The CW Network and CW Plus (KOMU-DT 8.3) programs which are designated as educational and informational allow formatted local advertising time designated below. These programs are:

Cubix: Robots For Everyone	:30
Great Big World	2:00
Wild LTD	2:00
Made In Hollywood: Teen Edition (SU)	1:30
Live Life Win	1:30
On The Spot	1:30
Rescue Heroes	:30
Chat Room	1:30
Animal Science	2:00

CERTIFICATION
CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, formats all of its children's programming for children 16 and under, or for children 12 and under, including programs provided through the network (NBC & CW) and syndicated programs acquired by KOMU-TV, so that all such programming fully complies with the statutory limits of commercial content.

Date: 10/5/12



Programs designated for children 16 and under:

Zula Patrol (NBC)
Shelldon (NBC)
Jane & The Dragon (NBC)
Babar (NBC)
Willa's Wild Life (NBC)
Pearlie (NBC)
Noodle & Doodle (NBC)
Pajanimals (NBC)
Poppycat (NBC)
Justin Time (NBC)
Lazytown (NBC)
The Wiggles (NBC)
Wild About Animals (SYN)
Jack Hanna's Animal Adventures (SYN)
Great Big World (CW)
Made In Hollywood: Teen Edition (CW)
Wild:LTD (CW)
Live Life Win (CW)
On The Spot (CW)
Cubix (CW)
Rescue Heroes (CW)
Chat Room (CW)
Animal Science (CW)

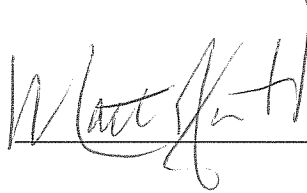
WEB ADDRESS CERTIFICATION

CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, does not locally display web site addresses during or adjacent to children's programming for children 16 and under, or for children 12 and under, including programs provided through the network and syndicated programs acquired by KOMU-TV. If website information is provided, it is integrated into the program at the direction of the children's program producer.

Date: _____

10/5/12

A handwritten signature in black ink, appearing to read "W. Scott Smith", written over a horizontal line.

